The California Nutrition Network for Healthy, Active Families
Guidelines for Impact Evaluation – 2006-07

The *Network* has found that ten simple guidelines can substantially increase the quality of nutrition education offered throughout the state and increase the quality of evaluations as time passes. These guidelines are detailed below. Please direct questions to Andy Fourney (afourney@dhs.ca.gov).

1. Contractors that receive over $350,000 in Federal share are expected to conduct impact evaluation. Others are strongly encouraged to do so.

2. Contractors are expected to measure change in *factors* that influence fruit and vegetable consumption or physical activity.

    a. If they measure change in knowledge they must also measure change in at least one other factor.

3. Contractors are **strongly** encouraged to measure change in fruit and vegetable consumption and physical activity (if targeted).

4. Contractors are expected to include an impact evaluation objective, with clearly identified outcomes, in their SOW. This should include the specific factors that will be measured in the evaluation.

5. Contractors are expected to get their survey approved by the *Network*'s Research and Evaluation Unit. (They should not develop surveys without the approval of the *Network*.)

6. Contractors that have conducted impact evaluation are expected to do a *more rigorous* evaluation each year. This may include adding a control group, increasing sample size or measuring behavior.

7. Contractors that conduct nutrition education at the individual or interpersonal levels are expected to implement an intervention that is designed to reach the same individuals at least 5 times.

8. Contractors are responsible for collecting and analyzing their data.

9. Contractors are expected to submit results for at least 50 matched pairs, i.e., a pretest and posttest for the same individuals.

10. Contractors are expected to submit data, analysis results and report by July 31st of each year, unless otherwise approved by the *Network*.